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Dated: 7-10-06 Signature: Maura A. Gallagher  
(Maura A. Gallagher)

Docket No.: SIMU-P01-003  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Michael M. Segal

Application No.: 09/770808

Confirmation No.: 8253

Filed: January 26, 2001

Art Unit: 3624

For: SYSTEMS AND METHODS FOR DIRECTING  
CONTENT WITHOUT COMPROMISING  
PRIVACY

Examiner: D. F. Charles

**RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated January 10, 2006, please amend the above-identified U.S. patent application as follows:

**Remarks/Arguments** begin on page 2 of this paper.